



Tourism & Events Department
7447 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

**To: Linda Dillenbeck, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: October 15, 2019

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

Event	Event Dates	Event Description	Location	Projected Attendance	Recommended FY 19/20
Greater Phoenix Jewish Film Festival	Feb 9-23, 2020	23rd annual film festival showing 20 films including Jewish culture content with a universal message. Request = \$17,500-Comm Event	Harkins Shea	7500 (Scottsdale only)	\$17,500
Sun Circuit Horse Show	Feb 29-Mar 8, 2020	2019 Sun Circuit equestrian event hosted 27,940 entries with over 100 vendors Request = \$25,000-Comm Event	WW	68000	\$25,000
Soccer Club del Sol – Presidents Day Tournament	Feb 14-17, 2020	Soccer tournament hosting over 425 teams from around the world Request = \$5000-Venue Fee	Sports Complex	5544	\$5,000
Hashknife Pony Express	February 7, 2020	Longest continuous pony express mail delivery in the world. Request = \$19,000	Old Town Scottsdale	2000	\$14,000

Funding Availability & Potential Options

Hashknife Pony Express staff recommendation includes a reduction of \$5,000 from the requested amount for lodging outside of Scottsdale. There are tourism development event support funds available for the event recommendations. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.